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EDITORIAL NOTES

CALIFORNIA AND THE A. M. A.

Probably nearly fifty per cent. of the members of our State Society attended the sessions of the American Medical Association held in San Francisco in June. Up to the time of closing the registration on Wednesday night, for publication in the last Bulletin which was issued Thursday, 1064 of our members had registered. A good many registered on Thursday though the exact count could not be obtained on account of the hurry and pressure of closing things up. That is a mighty good showing, as we think you will admit. Also, it goes to show the wisdom of cutting out the annual meeting of the State Society, which would have been held in April, and encouraging our members to come to the more important meeting of the A. M. A. in June. The actual figures are not at hand, but it is very doubtful that any state in which the Association has met can show a registration of its home members running anywhere near the percentage in attendance at the San Francisco meeting. To all the members of the Committee of Arrangements, we owe our

thanks; Herbert C. Moffitt, Emmett Rixford, Sol. Hyman, William P. Lucas, J. Henry Barbat, George Somers and O. D. Hamlin all did splendid work, but if any single one might be particularly complimented, it would be the Secretary of the Committee, Sol. Hyman. It is a bit unjust, however, to thank only these few, for the sub-committees all did splendid work and no one who was called upon to help, failed to do his part most admirably. The entertainments were all enjoyed to the maximum of their several capacities and over two thousand people stayed over Friday in order to take the various trips which had been arranged. One wandering about and listening, heard very few kicks—fewer than could have been expected or than is usually the case. The total registration was something over 2300; at least 500 more than was estimated the week before the meeting, and a number which compares very favorably with registration in most of the eastern places of meeting. The women of the California Building are to be especially thanked for their generous and bountiful assistance in the matter of entertaining the visiting ladies and in cooperating with the male hosts of the California Building in arranging the President's reception. Altogether, California lost nothing of its reputation for hospitality and for its ability to handle a large number of people smoothly and well and to ensure their comfort and happiness. The committee collected \$4633 and has approximately \$1500 left over.

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There was a time, not so many years ago, when no respectable publication would refer to its advertisements or its advertisers. To be sure, many items boosting advertised things appeared in some periodicals—mostly medical (?) journals—but these were what is known as of the "reading notice" variety; carefully prepared by the advertiser and furnished to the publication; they were run as part of the advertising obligation. Now, however, and largely through the influence of your own JOURNAL, all that has changed; we are proud of our advertisers and our advertising. Nothing goes into the advertising pages that is not as carefully scrutinized as the matter that goes into the reading pages. A considerable amount of advertising is refused each year because the JOURNAL cannot vouch for the statements or the standing of the would-be advertiser, or for several other reasons. There is no reason, now, why any advertiser should not be referred to or anything advertised should not be mentioned in any part of the JOURNAL. And please remember that these advertisers are your friends; they very materially help out the business of the Society by so liberally patronizing the advertising pages of your JOURNAL. They offer, for your consideration, a constantly